

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 SAJ-01 SAM-01 PM-03 NSC-05 SP-02 SS-15

CIAE-00 DODE-00 INR-07 NSAE-00 PA-01 USIA-06 PRS-01

/053 W

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R 190105Z FEB 75

FM USLO PEKING

TO SECSTATE WASHDC 3238

INFO AMCONSUL HONG KONG

AMEMBASSY TAIPEI

AMEMBASSY TOKYO

CINCPAC

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E.O. 11652: N/A

TAGS: PINT CH

SUBJECT: WILL CHINA HAVE A FASHION REVOLUTION?

1. USLO SUSPECTS THE PRIME TOPIC OF CONVERSATION IN THE ALLEYS OF PEKING THESE DAYS IS NOT THE OUTCOME OF THE NATIONAL PEOPLE'S CONGRESS OR WHO CONTROLS THE PEOPLE'S LIBERATION ARMY, BUT THE NEW DRESS STYLES BEING SHOWN IN A MAJOR PEKING CLOTHING STORE AS THE "IN THING" FOR THIS SUMMER. FOLLOWING ON THE HEELS OF FASHION-SETTING SHANGHAI, A PEKING DEPARTMENT STORE IS SHOWING A DOZEN OR SO SHORTSLEEVED DRESSES AND SHIRTS SET WITH MODIFIED MANDARIN COLLARS IN A WINDOW DISPLAY WITH A LARGE POSTER EXPLAINING THAT DRESS MANUFACTURERS HAVE DESIGNED THEM WITH AN EYE TO "MAKING THE OLD SERVE THE NEW." IT ASKS FOR COMMENTS BY THE MASSES.

2. LARGE CROWDS OF EXCITED WOMEN, AND A FEW MEN, ARE LOOKING AT THE DRESSES AND EXCHANGING COMMENTS AS IF THE CLOTHES WERE THE LATEST IMPORTS FROM NEW YORK OR PARIS. A TWO-PIECE

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OUTFIT WITH A SLIGHTLY MORE DARING COLLAR SEEMED TO ATTRACT

PARTICULAR ATTENTION. HOWEVER, ONE GIRL'S COMMENT OVERHEARD BY A USLO OFFICER SEEMED TO PUT THE DISPLAY INTO PERSPECTIVE. WHEN ASKED BY A FRIEND WHICH STYLE SHE LIKED BEST, SHE ANSWERED, "THEY'RE ALL ALIKE."

3. THE NEW FASHIONS SEEM TO CONFIRM RUMORS LAST FALL THAT CHIANG CHING IS LEADING A MOVEMENT FOR GIVING A BIT OF MODERNITY TO WOMEN'S SUMMER DRESS. THE ARGUMENT THAT THE NEW STYLES WASTE MATERIAL HAS BEEN HANDLED BY DESIGNING A SIMPLE DRESS THAT ACTUALLY USES LESS MATERIAL THAN THE NOW STANDARD LONG SLEEVE SHIRT AND PANTS COMBINATION.

4. COMMENT: FOREIGNERS IN PEKING ARE ALL CHEERING ON THE MASSES TO ADD A BIT OF COLOR TO PEKING'S STREETS. WHO KNOWS? NEXT YEAR MINI-SKIRTS.
BUSH

NOTE BY OCT: PEKING 269 #AS RECEIVED.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: CLOTHING, SOCIAL CHANGE
Control Number: n/a
Copy: SINGLE
Draft Date: 19 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975PEKING00269
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750058-0471
From: PEKING
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750231/aaaabccf.tel
Line Count: 78
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 20 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 MAY 2003 by ifshinsr>; APPROVED <21 MAY 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WILL CHINA HAVE A FASHION REVOLUTION?
TAGS: PINT, SOCI, CH
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006